

Mayor's Strategic Opportunities Advisory Team 2018
21st Century Communications Workgroup
Frederick County Chamber of Commerce office, 118 N. Market Street

May 7, 2018, 3-4 pm

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|---|--------------|
| - Welcome and introductions | J. Keilholtz |
| - Approval of minutes from April 2, 2018 meeting | ALL |
| - Impressions about recent combined workgroup meeting on April:
common themes | ALL |
| - Update on any remaining discovery interviews | C. Anderson |
| - Discussion about final report structure: want to create a brief
streamlined document containing 3-5 key messages, recommendations
and bullet-point action items; the bulk of our findings should be available
as appendices, not in the body of the report | ALL |
| - Next steps and Adjourn | J. Keilholtz |

Work Group Mission Statement:

*"Identify communication assets to determine effectiveness and
to highlight areas of success and necessary improvements."*